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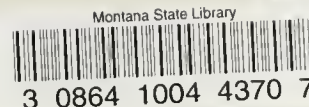
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MONTANA

Industrial Horizons

STATE PLANNING BOARD

NOV.-DEC., 1962



NEW SKI RESORTS

MISSOULA SNOW BOWL

The Missoula Snow Bowl is a dramatic example of Montana's rapid move into skiing big time. With wide local community support, the new ski area has developed major facilities in one short year, with total on-the-hill assets in excess of \$300,000, representing the initial phase of a projected half-million dollar investment.

New Chairlift

Completion this month of the Snow Bowl's big new double chairlift is another step toward making it one of the state's important ski areas.



Large, double A-frame lodge at Missoula Snow Bowl near lower lifts. There is a second A-frame building at the top of the new chairlift.

The Riblet double chairlift is 5,500 feet long, with a 22 tower span rising from 5,000 to 7,000 feet. It has a capacity of 546 skiers per hour, using 101 double chairs. Rising swiftly, skiers will reach the top in about 12 minutes, enjoying a spectacular view and a wide variety of challenging slopes. Two Pomalifts and four rope tows complete the range of uphill facilities.

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RED LODGE GRIZZLY PEAK

In southcentral Montana, the Red Lodge Grizzly Peak Ski Resort has added a second chair lift to carry skiers from the original 4,000-foot Riblet lift to the 9,416-foot summit of Grizzly Peak, ranking it as Montana's highest ski resort.

The area, six miles west of the town of Red Lodge, is located in the heart of Custer National Forest in the shadows



Grizzly Peak, showing the many trails available to skiers. Dotted lines follow the course of the two chairlifts which carry skiers to the 9,416-foot summit.

of the state's highest peaks. The Silver Run Ski Club of Billings and sports-minded Red Lodge citizens initiated development of the area which was formally opened to skiing in 1960.

Three Chalets

The ski lodge is a modern split-level Alpine Chalet with a complete ski and rental shop, cafeteria, two cozy lounges with fireplaces, rest rooms, ski patrol and first aid quarters.

A porch, kitchen facilities, and restrooms have been added to the Midway Chalet at the 8,000-foot level, and a new warming house with first aid and crew quarters has been completed at the summit.

Ten Instructors

The Curt Chase Ski School will be in operation from Thanksgiving on with ten certified instructors. Chase was a

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Dr. Amos Little, third from left, and several officials of the Northern Pacific Railway inspected the Snow Bowl from the air and landed their helicopter in front of the upper chalet. Dr. Little is chairman of the International Competition Committee of the U. S. Ski Association.

MISSOULA SNOW BOWL

(Continued from page 1)

Scenic Lodge

Unique and spectacular is the new "A-frame" lodge, with soaring rooflines to match the mountain scenery. The building, designed and built by Mission Homes of Missoula, houses complete warming facilities, cafe, ski shop and patrol room. The three glass walls afford views of the beginner and chairlift slopes, the Pomalift hill and the lower canyon. A huge walk-around fireplace and a green fiber-glass floor, impervious to moisture and scuffing, are interesting skier-comfort features.

A second A-frame building is being completed at the top of the chairlift, and the access road and parking lot are being improved.

The big Pomalift hill has undergone a face lifting this summer. Tree islands have been removed and the entire hill bulldozed to a smooth bowl shape.

Novices Ride Chair Also

Large beginner and ski school areas will be operated at High Park, the upper terminal of the chairlift. Even beginners will thrill to a ride on the chairlift. The High Park area includes acres of easy slopes adjacent to a large flat. The 7,000 foot elevation guarantees per-

fect snow. Trails range from the easy to spectacular, assuring rapid progress for the students.

Other beginner areas, served by a small Pomalift and rope tow, are located adjacent to the main lodge and the lower terminal of the chairlift.

Missoula Snow Bowl, Inc., which is developing the area was capitalized for \$500,000, \$300,000 being issued in common stock at \$100 per share and \$200,000 in preferred shares at \$100. President of the development is Robert W. Johnson; directors are David F. Flaccus, J. C. Garlington, Johnson, V. I. McDonauld, and John H. Toole, all of Missoula.

The Snow Bowl ski area is located 14 miles north and just 30 minutes from downtown Missoula. Bus service will be available during the skiing season.

Snow Bowl Newsletter

A newsletter called "The Missoula Snow Bowl Skier" and containing information about construction progress, prices and package plans, where to stay, and other information about the new ski area is being mailed monthly through January. Interested skiers can be put on the mailing list by writing to Missoula Snow Bowl, Inc., Box 383, Missoula, Montana.

NEW PUBLICATIONS

How to Obtain Information from United States Patents, prepared by the Patent Office of the U. S. Department of Commerce for the benefit of inventors and the general public so that information sources within the Patent Office and at other locations may be more effectively utilized. Explains how U. S. patents can be used to keep up to date in any field of technology, provides "how to do it" information for making novelty or state of the art studies, and tells how to use U. S. patents as a basic research tool. Available from Superintendent of Documents, U. S. Government Printing Office, Washington, D. C., 20c.

* * *

Western Season magazine. A new quarterly magazine covering the four seasons in Montana, making its debut with the fall issue. The magazine is published by Thomas Printing, Inc., in Kalispell. Martin Onishuk is editor. 75c a single copy, \$2.50 for one year's subscription.

* * *

Deer Lodge National Forest Visitor Information Map Folder. Prepared by U. S. F. S. Northern Region. Gives current information about the wide variety of outdoor recreational opportunities of the area for hunters, fishermen, hikers, campers, skiers, etc. Available from Supervisor's Office, Deer Lodge National Forest, Federal Building, Butte, Montana.

Conoco to Expand

Continental Oil Co. has announced plans to double the capacity of its Billings refinery and build a products pipeline from Billings to Sinclair, Wyoming.

Refinery expansion will start immediately and is scheduled for completion by mid-1964. This will boost the refinery's capacity to 32,000 barrels a day.

The 330-mile pipeline by way of Casper, Wyoming, will connect at Sinclair with the Pioneer pipeline which will carry products from the Billings refinery to the Salt Lake City area. Construction of the 8-inch line is to begin next spring.

Total cost of refinery expansion and the pipeline will be about \$15 million.

"It is anticipated that additional Montana crude oil as well as natural gas liquids will be processed at the expanded facilities," K. W. Brill of Denver, vice president and Rocky Mountain regional manager, said. "This is probably the only area in the country where market needs justify refinery expansion." Continental operations in Montana include exploration, production, refining and marketing. They are also a major owner of the Yellowstone Pipeline.

Tourist Center at Lane Deer Sells Craftwork of Indians

A retail outlet for sale of authentic Indian crafts has been completed on the Northern Cheyenne Indian Reservation. The Tourist Center is located in the town of Lane Deer, headquarters of the Reservation, and was opened to the public in July of 1962.

Authentic Indian Art

The articles sold in the Center are all handmade on the reservation and feature the intricate beadwork of the Indians in bolo ties, buckskin coin purses, ceremonial bags, leather jackets, and other items such as original paintings, moccasins, and cowhide trays and waste baskets ornamented with classic Indian designs. About 40 Indians are presently supplying the Center with their craft work.

An 8-unit public camp ground and picnic area has been developed adjacent to the Tourist Center building with water and sanitary facilities available.

Hollowbrest Manager

William Hollowbrest and his wife, members of the Northern Cheyenne Indian Tribe, operate the center. Hollowbrest will readily relate the history of the tribe or answer any questions tourists may have about the items for sale or the area they are traveling in.

Part of Long-Range Plan

The Northern Cheyenne Tourist Center enterprise developed from an idea presented at the Economic Development Conference which the tribe held in December of 1960. The Association on American Indian Affairs, a national citizens organization, agreed to assist the tribe in initiating and implementing its community development program. Mrs.

Wilson Clark of Billings, chairman of the We Shake Hands Committee of AAIA, has been a motivating force in the project since its beginning. Many others, Indians and non-Indians, contributed labor and materials for the center. The State Highway Commission provided the large historical sign located adjacent to the building.



Mr. and Mrs. Hollowbrest are pictured in front of the Tourist Center which opened last summer for sale of authentic Indian crafts.

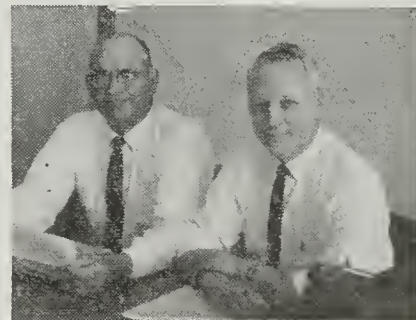
The Tourist Center is the first step in a long-range plan to develop tourist and recreational facilities on the reservation. The area undoubtedly has a great potential for this type of development. Lane Deer is located on U.S. Highway 212 which has been popular with truckers as a fast route from the Midwest to the West Coast, and tourists are finding it a

more direct route to Yellowstone Park from the Midwest. Also, one of the most colorful of Indian ceremonials is presented each summer in Lane Deer and is attended by people from all over the United States.

State Arts and Crafts To Be Promoted

As the result of meetings during the past several years between the State Planning Board and the Montana Institute of the Arts regarding ways to increase the manufacture of "Montana Made" products for sale to tourists and other purchasers of art, handicraft, and souvenir items, a Montana Arts & Crafts Marketing Association has been created to undertake this project. Representatives of the State Planning Board, the Montana Institute of the Arts, the State Advertising Department, state custodial institutions, tribal councils, education, and business are members of the Marketing Association.

The Montana Arts & Crafts Marketing Association has drafted a questionnaire to obtain names and addresses of artists and craftsmen, kinds of products, quantities, prices, outlets, etc. The State Planning Board will print and distribute the questionnaire through outlets such as the University System, various members of the Montana Institute of the Arts,



Fred Mass, left, president of the Montana Institute of the Arts, met recently with Everett Darlington, right, assistant director of the State Planning Board, to discuss the Montana Arts & Crafts Marketing Association program.

Tribal Councils, custodial institutions, galleries, the Historical Society, and Montana newspapers and periodicals. The art items reported will then be screened to determine quality and saleability. The association hopes to obtain funds with which it could hire two qualified people who would tour the state and collect sample arts and craft articles from persons who, according to information presented in their questionnaires, appear capable of producing saleable items. The two representatives would then take the

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Hunters and Fishermen Spend \$60.3 Million

With the baying of hound dogs and the odor of gunsmoke in the fall air, we felt readers of INDUSTRIAL HORIZONS might perhaps be interested in the significance of the hunting industry to Montana's economy. In cooperation with Montana State College, the Fish and Game Department has conducted a study of the 1960 season which reveals some enlightening statistics on this subject.

Resident Sportsmen Pay		Non-Resident Sportsmen Pay
\$13,498,000	Tents, Sleeping Gear, Stoves, Lanterns, Camping Equipment & Hunting Vehicles	\$ 861,000
9,335,000	Food and Refreshments	2,522,000
8,629,000	Transportation	1,555,000
5,088,000	Fishing Boats and Motors	351,000
3,336,000	Rifles and Related Items	127,000
3,254,000	Fishing Tackle and Bait	508,000
1,698,000	Ammunition	86,000
1,248,000	Hunting and Fishing Clothing	208,000
1,141,000	Lodging	1,339,000
950,000	Miscellaneous Expenditures for Hunting and Fishing	570,000
1,020,000	State Licenses and Federal Waterfowl Stamps	878,000
570,000	Expenditures by People Not Requiring Licenses	59,000
454,000	Packers and Guides	582,000
319,000	Dog Expenses	600
123,000	Archery Equipment	14,000
\$50,663,000		\$ 9,660,600
	TOTAL \$60,323,600	

BUY MONTANA PRODUCTS — BUILD MONTANA JOBS

Page Three

RED LODGE GRIZZLY PEAK

(Continued from page 1)

member of the championship University of New Hampshire ski teams of the early 1940's. While in the service, he taught skiing and mountaineering skills. After his discharge he organized and directed the ski patrol at Aspen, Colorado, and was instructor in the Aspen Ski School. He came to Red Lodge in 1959 to develop and direct what is becoming one of the finest ski schools in the country.



Chair and Pomalift carry skiers to the trails at Grizzly Peak.

Popular with Midwest

Grizzly Peak is already popular with Midwesterners who arrive in Billings, just sixty miles from Red Lodge, by train or major airlines and are transported by regular or chartered bus service to Red Lodge. A 4,000-foot hard-surfaced runway was dedicated at the Red Lodge airport this summer and will be lighted and cleared of snow during the winter months. A bus furnishes transportation to and from Red Lodge to the ski area several times daily.

8,000-Foot Run

Five additional miles of runs were cut from the timber this summer, adding almost twice as much skiing length to former runs. There is a completely new run this year called the Ridge, which begins at the summit and is approximately 8,000 feet in skiing length. Besides the chairlifts, there is a 1,000-foot Pomalift for novices.

All types of lodging facilities are available in or near Red Lodge, from hotels and motels to dude ranches. According to Paul Duke, manager of the ski resort, they have had several snow falls at the peak already this fall and the 1962-63 season grand opening is scheduled for Thanksgiving weekend with all facilities in operation.

Colorful brochures giving complete information about the ski area and accommodations are available from Duke at P. O. Box 695, in Red Lodge.

Red Lodge Canning Co. Reports Record Pack

Red Lodge Canning Company reports that they had their largest pack to date, with a total of 164,000 cases of peas, and carrots packed during the 1962 season.

Employ 250 People

The packing season extends from late June to late September. During the peak of the season approximately 250 people were employed, with a payroll for the year being about \$150,000.

The carrots and peas are grown in the Laurel-Clark's Fork-Red Lodge area by about 60 growers. Payments to growers in 1962 approximated \$88,000.

The company was founded in 1926 and canned peas exclusively until last season when they added carrots and a peas-carrots combination. A company spokesman said that the combination is unique in that others on the market are canned with frozen peas. Red Lodge peas, grown at higher elevations near the mountains, mature late along with the carrots.

Sold in Five States

Most of their pack is sold in Montana, Wyoming, and Colorado, with secondary

markets in Minnesota, California and the Federal government.

The products are sold under the labels of Red Lodge, Montana Pride, Mt. Maurice, Custer, Skyridge, and some to buyers who attach their own labels.

The cannery associated with Big Stone Canning Co. in 1960, through which they distribute additional items of whole potatoes, diced potatoes, sliced potatoes, Jackette potatoes, German potato salad, diced rutabagas, wax beans, northern beans, whole beets, diced beets, and sliced beets.

Export Trade Information

The Foreign Trade Division of the U.S. Department of Commerce has available for distribution a great deal of information about export trade, and is prepared to assist business firms in developing and expanding markets abroad, whether the firms are experienced exporters or are just entering this field.

The State Planning Board periodically receives a list of export trade leads. Information regarding selling U.S. products abroad, import and export procedures, trade opportunities, etc., can be obtained from the U.S. Department of Commerce Field Office at 304 Federal Building, Minneapolis 1, Minnesota.

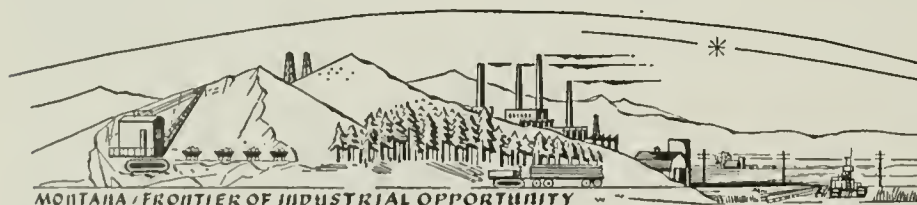
STATE ARTS AND CRAFTS

(Continued from page 3)

better articles to an established art show, hire a booth, and show, sell, or receive orders for the articles.

A questionnaire has also been prepared which the State Planning Board will print and distribute to potential market outlets in order to determine their interest in, and need for, "Montana Made" art, handicraft, and souvenir items.

It is hoped that by following the above procedures, Montana artists and craftsmen can become better known and their "Montana Made" products can reach outlets which have ready markets for such articles.



Industrial Horizons

Monthly Newsletter—Vol. 7, No. 7—Nov. Dec. 1962

Reports on business concerns appearing in this publication do not constitute an endorsement of either the concern named or its products. Statements in this newsletter do not reflect Board policy unless official action is reported.

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